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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of Information unless it displays a valid OMB control number. 85804-010801 NOTICE OF APPEAL FROM THE EXAMINER TO THE BOARD OF PATENT APPEALS AND INTERFERENCES In re Application of I hereby certify that this correspondence and identified enclosures are Lawrence Morrisroe, et al. being transmitted via facsimile only to Examiner James W. Myhre, Art Unit 3622, United States Patent and Trademark Office, Facsimile No. Filed Application Number (571) 273-8300. October 28, 2003 10/696,295 For Method and System for Creating, Serving and on February 22, 2006 Tracking Advertisements Signature Examiner Art Unit James W. Myhre Typed or orinted 3622 name Suzanne Marx Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner. 500.00 The fee for this Notice of Appeal is (37 CFR 41.20 (b)(1)) Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: A check in the amount of the fee is enclosed, Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 50-2638. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1 .136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card Information should not be included on this form. Provide credit card information and authorization on PTO-2038. I am the applicant/inventor. ńature assignee of record of the entire interest. See 37 CFR 3.71, Statement under 37 CFR 3.73(b) is enclosed. Carole A. Quinn Typed or printed name (Form PTO/SB/96) attorney or agent of recurd. Registration number 39,000. (714) 708-6500 Telephone number attorney or agent acting under 37 CFR 1.34. February 22, 2006 Registration number if acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if mont than one signature is required, see below.

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